



2007 Workshop Workbook Table of Contents

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Workshop agenda & materials

- Agenda
- Workshop objectives & description
- Workshop evaluation

Participants

- List of participants
- Participants brief biographies

Speakers' presentation materials

- Introduction – Peter Goldschmidt
- The mysterious maze of the World Wide Web: New strategies for measuring internet health information quality – Joshua Seidman
- Info Quality on the Web: Seals – Beau Brendler
- Personalization of online health information – current and future considerations – Tom Eng
- Transparency, consumer directed health plan, and consumers' use of health information – Greg Scandlen
- The health internet and consumers: An international perspective – Joan Dzenowagis

Workgroup materials

- Orientation to workgroup materials
- Assignments to & location of workgroups
- Venue room location map
- Roles & responsibilities
- Workgroup descriptions & issues
 1. What consumers want & will use
 2. Future of trustmarks, ratings & consumer feedback
 3. Information for consumers to make healthcare decisions
 4. Gathering evidence & improving research

Reference materials

- About Health Improvement Institute
- About Consumer Reports Webwatch
- 2007 Workshop planning group